

**IMPACT OF MARKETING RESEARCH ON PROFITABILITY OF A BUSINESS
ORGANIZATION
(A STUDY OF SIDI & SONS SUPER MARKET KADUNA)**

BY

**BAMIDELE FAYOMI
KPT/CBMS/18/53869**

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETING
COLLEGE OF BUSINESS AND MANAGEMENT STUDIES, (CBMS)**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
HIGHER NATIONAL DIPLOMA IN MARKETING**

KADUNA POLYTECHNIC, KADUNA

AUGUST, 2022

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DECLARATION

I hereby declared that this research work was written by me, **BAMIDELE FAYOMI KPT/CBMS/18/53869** under the guidance and supervision of my able supervisor **MALLAM SADIQ ABDULMAJEED** of the Department of Marketing, College of business and management studies, Kaduna Polytechnic. Kaduna.

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Signature and Date

APPROVAL PAGE

This is to certify that this research project “**Impact Of Marketing Research On Profitability Of A Business Organization (A STUDY OF SIDI & SONS SUPER MARKET KADUNA)**” by **Bamidele Fayomi KPT/CBMS/18/53869**, has been prepared in accordance with the regulations governing the preparation and presentation of project in the Department of Marketing, CBMS Kaduna Polytechnic, College of business and management studies, Kaduna and therefore approved for its contribution to knowledge and literary presentation.

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DEDICATION

I dedicate this project to God Almighty my creator, my strong pillar, my source of inspiration. wisdom, knowledge and understanding He has been the source of my strength throughout this program and on His wings only have I soared

ACKNOWLEDGEMENT

Praise and honor to Almighty God for his great care and immense protection throughout the duration of my course of study and this project work. My immeasurable gratitude goes to my supervisor in person of Mallam Sadiq Abdulmajeed who although has tight working schedule and made himself available whenever I needed his attention for correction and constructive criticism in making this project a success, and also to my honorable head of department Mr. Ojo Adebayo Ajayi My thanks also goes to all the departmental lecturers who are all my intellectual catalyst and mentors.

With a heart filled with praise of God the giver of all good things, I acknowledge and appreciate my lovely and charitable parent, for their support, advise, prayers, and contribution that has brought me this far.

My sincere appreciation goes to my wife Mary Fayomi for her support, prayer and word of encouragement may Almighty God reward her abundantly (Amen)

To my brothers Mr Oluwatosin Otukelu, Mr Opeyemi Olatoye and Mr Gbenga (I.T) Kolawole wish you all the best in life and best of luck, and the entire HND II (evening) Marketing. (Amen).

ABSTRACT

The study focused on the impact of marketing research on profitability of a business organization (a study of Sidi & Sons Super Market Kaduna). The objective of the study were to understand the important of marketing research on profitability of a business organization and to identify the types of marketing research that improves firms performance and to determine the factors limiting the performance of the company to know whether the marketing strategy has become a key drive to better the company. The study employed descriptive statistics, and a sample size of 30 was determined from the population of 30. Questionnaires were administered to sample respondents in Sidi & Sons Super Market Kaduna State to seek their opinion on the subject matter. The data was subsequently presented using Likert's five points rating scale and analysis was done using mean statistical tool. The study review that the marketing research impact on profitability of a business organization and the study also concluded that innovative marketing strategy, influence the performance of a firms thus they are worthy adopting than the use of traditional marketing research strategies Among the recommendations were that the firms should investigate more on the influence of three types of marketing strategies which includes customer relationship marketing strategies innovative marketing strategies and technology based marketing strategies.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In a dynamic marketing environment characterized by intense competition, most organizations develop realistic marketing strategies or approaches in order to have competitive advantages.

Marketing research is one of the most important tools through which an organization monitors its business environment to identify those basic opportunities and threats that are inimical to the operation of the organization. The impact of marketing research on performance and profitability of business organization cannot be over-emphasized. It has been the bed-rock upon which organizational processes are solidly laid and on which decision on how to utilize resources both material and human must have a bearing. Effective marketing decisions are based on sound information. This is true whether the decision is by a consumer on which brand and model to bring or by a market on the number and characteristic of the model to be offered. These judgments can be no better than the information on which they are based.

Failure of most marketing organizations have significant relationship with their inability to understand to understand their environment and develop strategies as well as channeling these strategies. In order to remain in the market and generate a lot of profit, organizations have to take-up a wider range of responsibilities that have grown in complexity due to many important drastic changes that have taken place in business. These changes have emanated from massive competition, technology innovation and/or changes in taste. In direct response to this need, a formalized means of curbing marketing problems has evolved. This means is marketing research which according to the traditional definition of American Marketing Association (AMA) 2005 is defined as "The systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services".

Its systematic conduct distinguishes it from a haphazard gathering of data. It performs roles that embraces quite a number of functions ranging from presenting practical solution to management problems assessing competitive nature of markets, provision of basic market information, evaluation of sales and advertising media etc. To appreciate the impact of market research, there is need for an in-depth study and analysis on the basic concept of research, where it is fully employed.

Sidi & Sons Super Market Kaduna, a business organization is the focus of this research where the researcher intends to have an over view of the impact of marketing research in their management. This study therefore, will immensely contribute to the understanding of the impact of marketing research on performance and profitability of this organization. Marketing researchers and students of marketing would find this study very useful in the course of their academic career.

Sidi & Sons Super Market Kaduna is engaged in the marketing of its detergent, soap, skin cream products with brand names - intensive care lotion, shield cream, fresh moisturizing cream, shield. Deodorant and Vaseline lotion. They also sell tooth pastes, squash drinks, edible oils and fats, food tea and cotton.

The organization was incorporated in Nigeria as a private organization in 2016, under the name Sidi & Sons Super Business Solutions Nig Ltd with registration number 1357602.

1.2 Statement of Problem

A period of economic boom has been witnessed in Nigeria since 1970's with increase in industrial production and general standard of living. This was one of the major successes recorded since independence in 1960 and is seen as a great feat by the policy makers, academicians including economic experts.

Marketing is a restless, changing and dynamic field. For close to a century, following the economic boom, many important and drastic changes have taken place in marketing. Thousands of new products, including those of entire new industries have appeared on the market. Apart from the nationally owned communication media, a number of privately owned media has been licensed supported wholly by marketing expenditures.

To corporate chain form of organization, the wide spread application of self- services principle, automatic vending and computerized checkout system, the e-marketing are but a few of the development that have brought about sweeping changes in marketing methods. During this same period, the proportion of the labour force engaged in marketing has increased tremendously. Side by side with these changes has been a gradual but pronounced shift in the orientation of firm from production to marketing. Marketing organizations has taken-up a wider range of responsibilities that have grown in complexity. An ever - increasing concern has been placed on making sound marketing decisions. Marketers operated in face of competition with high quality products of foreign counterparts often at a lower cost which Nigerians generally prefer. Consequently, increasing loss of tum over has been experienced.

Hence, marketers had to device survival strategies to remain relevant in the market. One of such strategies is marketing research. Any marketing organization in Nigerian that continues to grow must have good knowledge of its environment and manipulating all variables at its disposal to achieve their goals. Unilever, a marketer of consumer products is a success story and a household name. it is fast expanding and becoming more prosperous in the industry. Its success may be credited to strong capital base by casual observer, availability of markets for products and its sales force efforts. However, the major purpose of this research study is to investigate the relationship between marketing research efforts, performance and profitability of Unilever. Thus, the main problem of this study is to understand the impact of marketing research in Unilever.

1.3 Objective of the Study: This research is aimed at achieving the following objectives:

1. To know whether customer research leads to increase in profitability of the company's.
2. To identify whether the company engages in market research for its products.
3. To determine the effect of product research on the profitability of the organization

1.4 Research Questions

1. How does customer research leads to increase in profitability of the company
2. How does the company engages in market research for its products?
3. How does product research affect the profitability of the company?

1.5 **Significance of the Study**

The study on the impact of marketing research on profitability of the business organization will educate stakeholder in business sector especially the marketers and the management teams on the benefits of marketing research in an organization which can lead to profitability of the business activities in an organization. The study may also contribute to the existing body of knowledge on the impact of marketing research on profitability of a business organization. The study will be a good reference material to students who may wish to use this study as a lead to their own research.

1.6 **Scope of the Study**

This study on the impact of marketing research on profitability of a business organization will cover specifically A Study of Sidi & Sons Super Market Kaduna State.

1.7 **Definitions of Terminologies**

The terms as used in the context of this study are explained below

Data: These are recorded facts about a phenomenon of a situation. Data can be external or internal.

Questionnaires: A formalized schedule to obtain and record specified and relevant information with tolerable accuracy and precision by respondent.

Sample: A sub-set of the population of interest selected for a research study.

Test Marketing: This is the state where the products and the marketing programs are introduced to a more authentic customer environment to know how well the product will perform before it is finally launched into the market.

Potential Customer: This constitutes the number of customers who would be willing and have the purchasing power to buy a product when offered for sale.

Product: A combination of tangible goods or services.

Competition: The existence of rivalry products within the same market.

Open - Ended: Question that gives the respondents the freedom to express their opinion as varied as they may be.

Variables: A measure that represent the degree of responses.

Respondents: Sample population who provide answers to the questionnaires.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter tries to review some related literature on the role of marketing research as highlighted by some marketing scholars. It revises the various views and opinion of seasoned marketing experts on the subject matter. All authors and professionals whose works are included in this part of the research were duly cited and acknowledged.

2.1 Concept of Marketing Research

Baker (2000) emphasis that essentially marketing research seeks to provide answers to five basic question; who? what? when? where? and how? He further contended that research is usually concentrated on a limited number of recurrent problems. He identified the structure of marketing research as:

The size and nature of the market in terms of age, sex, income, occupation and social status of the customers. The geographic location of potential customers. The market economy and other environmental trends affecting the structure of the market.

The structure, composition and organization of distributive channel sending the market.

Gater (2015) describes marketing research as" The key technique of marketing concerned with information by a firm about its customer and analyses it in order to determine who buys the firm's products, when, why and under what circumstances. On the basis of the analysis, a marketing policy develops".

The above preliminary emphasis only focuses on the importance of marketing research. The observation is shared by Clisnal (2000) where he rates that research" entails inquiry, it covers products development, identifying the market and suitable method of receiving, distribution, promotion and sales services facilities. What this connotes is that marketing research covers every aspect of business activities from idea generation stage through trial of the product to test consumer satisfaction or dissatisfaction.

Hague and Jackson(2017) hold similar view while stating that "Marketing research is concerned with decisions in marketing functions rather than in production, personnel or financial management.

Following the scope and structure of marketing research as given by the scholars, it is eloquent that the effect of research on marketing which is central to any organization and its consequences inevitably spill over and affect other functions.

2.2 Data Collection

Data collection is defined as the methodology of gathering, estimating and investigating precise experiences for research utilizing standard approved procedure. A researcher can assess their hypothesis based on gathered informational data. The data collection components of research is basic to all fields of study including physical, sociologies, arts, business and so on while strategies differ by discipline, the accentuation on guaranteeing exact and genuine assortment stays as before. The gathering information, social researchers utilize various diverse information assortment techniques. Number one is experiments and semi-experiments are important in light of the fact that they commonly include a research plan that permits solid easygoing deducting. And secondly is surveys utilizing organized polls are another significant information assortment technique since they regularly include gathering information on an enormous number of factors from a huge and delegate test of reacts. And the third one is, with in a subjective research plan the information assortment system regularly includes gathering a lot of information, on a fairly small, sample utilizing methods, for example top to bottom meetings, perception, or center gatherings (Joop J. Hox, 2005).

2.2 Types of Marketing Research

Marketing research projects are conducted a broad array of topics by a variety of types and size of organizations. Ranging from research carried out for internal use to specialized marketing research carried out on consultative basis. There has been effort on problem identification and problem solving. Among the enormous range of problems in which management may require information for marketing and control purposes, different authors like Kotler (2004), Stanton and Proctor (2000) and Stowe (2002) are consistent in their view on those aspects related to the marketing organization and which are discussed below.

Product Research: This include the study of product mix research, new product studies, consumers reactions to present products and packages, the study of competitors, product line. It involves the adequate analysis of the competitive strength and weakness of the existing product. This includes Investigation of new uses for existing products; products concept testing; packaging research; variety reduction; product testing etc.

Market Research: Market research involves finding facts about the market size, location, preference etc. This was the original type of research done, but this is greatly intensified and augmented as most marketing executives have learnt to rely on market facts for decisions making. However, we can go beyond that now and also establish the characteristics of the market and what an organization does to increase its share. Most organizations that do marketing research engage in the study of this kind.

Sales Research: This involves the study of in-depth selling activities of an organization which wholly covers sales outlets or territories, allocation of man power, compensation of salesmen, development of equitable quotas and the use of premiums and other sales stimulants. It also covers the study of information existing in the organization and how it should be fully utilized and merged with external data relative to a particular organization and its products.

Customer Research: This covers the investigation into buyers behaviors by studying the economic, social and psychological influences affecting the buying decisions, whether these are taken at the customer levels, distribution level or in

the organizational level. In addition, reasons for preferences for certain brands, pack size, colour, texture etc of a product in a specific market are examined. Customer research as far as retail products are concerned includes customer's survey to study the opinions and behaviors of ultimate users of the product through the use of questionnaires.

Distribution Research: This studies distribution channel, plan and warehouse location. It should be mentioned that areas in which marketing research holds a lot of promise keep on expanding in relation to the sophistication of consumer's demand.

Distribution research is concerned with two separate, but inter related faces of the subjects, these are channels of distribution. In terms of channels of distribution, marketers are continually attempting to create a more competitive advantage by selecting innovative, creative and more effective channels and forecasting likely future retail development both in terms of the channel formats likely to be used in the future and the technology used with such channels. New developments in the area of physical distribution can also be monitored and to some extent predicted using "just in time" delivery systems which is used by a large number of organization in Japan, so this is a technique that could have been predicted long before it became established outside of Japan.

Quantitative Research: This is a research that focus on measuring and counting facts and the relationships among variables and that seeks to describe observations through statistical analysis of data. It includes experiments and non-experimental research and descriptive research (research that attempts to describe the characteristic of a sample or population).

It aims at determining the relationship between one thing (an independent variable) and another (a dependent variable) in a population. Quantitative research is either experimental or descriptive where the former measures subject before and after treatment and later establishes only association between variables and subject is usually measured only once. A descriptive study needs a sample of hundreds or even thousands of subjects while an experiment especially a cross over, may need only tens

2 of subject. Other researchers include Advertising research branding research pricing research these are all carried out in the nature of its instance.

Stanton in his own contribution for about 60 years, indicates that there has been a steady growth in marketing research departments. Reflecting management recognition of the importance of marketing research, its scope can never be limited to some specific fields. This implies that marketing research covers a wide scope of concentration which is only determined by the management lack of information with regards to a particular problem that solution is required. To support this fact, Bell views that 'there is no aspect of marketing to which research cannot be applied'. The first aspect of the marketing concept is customer oriented which demands a great deal of marketing research. Many important questions relating to customer can be raised, some of which are who is the customer?, what does he desire in the way of satisfaction?, where does he choose to purchase?, why does he buy? Or not buy? and how does he go about seeking satisfaction in the market?

It is also applicable to the second element of marketing concept which entails integration of marketing efforts which is often achieved through the co-operation of the various individuals department and channel components involved and coordinated planning of marketing programmers.

So also is it applicable to the third element which is concerned with profits. Profit attainment requires the planning efforts to produce profitable sales (marketing).

In this embarks, the above check list is just but an outline of the possible scope of research. However, Bell contended that market research communication involves a highly coordinated two directional flows consisting of feedback information which is require to complete a marketing research assignment.

2.3 Functions of Marketing Research

According to Vahadherajan,(2001) marketing research is simply a scientific search for knowledge especially in areas related to functions of marketing. He lists such functions to include, systematic collection of data and information; properly recording them for use and behavior and interpreting the records of facts and figures to arrive

at useful conclusion. However, it was already identified at the beginning of this study that marketing research provides solution to marketing problems in the behavior as they arise.

Also Baker states that “marketing research is concerned with all these factors which impinge upon the marketing of goods and services and so include the study of advertising effectiveness, distribution channels, competitive products, marketing policies and other whole fields of consumer behavior”. What this connotes is that marketing research is actually ranging in its inquiries with emphasis on all the elements of marketing mix, as well as information on competitors, it also delves into the behavioural study of consumers.

Thus, the functions of marketing research can be enumerated according to Noneyelu

2.4 Market Analysis

This studies the market and its participant's buyers, competitors and middlemen. A logical starting point for marketing is a study of the proposed market for entry. This effort includes:

- a) A quantitative estimate of demand as well as geographic and seasonal pattern. This forecast is done for the industry as a whole and the organisation itself.
- b) A behavioural study of the buyers or customers who they are, where they are, the key motivating influences in purchase habits, personal information about them (demographics), attitude interests etc. it is also used for knowing market potentials.
- c) A critical study of the competitors and their operational strategies. Their product service offerings to the market and how they shape the other elements of their marketing mix (price, product, promotion).
- d) Analysis of the middlemen used in relation to the type, their functions compensation and logistical arrangement.
- e) Selecting target markets (segmentation) - a judicious choice of target is made in order to ensure that the marketer enjoys differential advantages over the competition.

Planning and Control: This provide information for marketing planning both short term and long term planning and to monitor progress during plan execution (control).This role helps to put the marketing mix in place.

Specific Problem Solving: This shed light on specific operational problems during plan execution.

In marketing, problems crop up from time to time and research if done quickly will provide vital information needed to contain the problem. For example when a major competitor opens an outlet in the market area served by one of our most profitable outlet, there will be need to monitor changes in our share of the market and decide on measures like promotional counter-attack or better still a more creative design of our service package in order to retain our core customers.

Environmental Monitoring: This role provides regular information on uncontrollable external variable such as the general state of the economy government policies, broad socio-cultural trends. The alert marketers setup an information system in order to monitor the key variables in the external environment mentioned. The need for this monitoring in Nigeria cannot be overemphasized in Nigeria where the vagaries of government policy changes can undo the fortunes of an organization without warning. Other give marketing research functions to include:-

Marketing research helps the organization to know about its marketing cost and progress research relating to marketing cost (especially selling cost) only provide valuable information of total marketing cost. The research is aimed at minimizing such cost irrespective of whether the marketing cost problem is due to channel of distribution, storage or advertising and packaging. Research based on cost elements may be developed into a research to find out marketing profits.

Marketing research also helps greatly in areas of sales forecasting and planning which logically helps in designing marketing control for full appreciation of the roles of marketing research.

Other functions of marketing research is to find out the impact of the promotional efforts, measure the effectiveness of distribution channel, price policy, personal selling

efforts as well as evaluating consumer responses on a product and to know the degree of satisfaction derived by consumers.

2.5 The Role of Research Classified by Administrative

The administrative process classification is given by Boyd and Britt (2006). It follows the need for identifying and measuring the dynamics of the state of consumer demand, designing alternative strategies to cope with various states of demand and the monitoring of market performance of the chosen strategy as it interact with the rather uncontrollable variables of the environment.

The protagonist enunciated that problem areas where research is needed are presented below:

Objective Setting / Market Opportunity: Research In this area involves identification of wants to be gratified, market target identification, evaluation of present consumption and use and estimation of desired market position.

Marketing resources deployment (alternative): research in this area focuses on product planning promotion, price, physical distribution and channels of distribution. In other words, emphasis here is on product studies via new product test, product improvement test, packaging test, design studies, sales forecast etc. The activity also covers media study via audience measurement, copy testing, media effectiveness, cost effectiveness, message effectiveness of the media as well as price studies and logistics or channel network analysis.

Organising personal selling and company owned media information is being sought here. This consist of analysis of call frequencies, determination of sales force size, analysis involving organization of consumer demonstration, frequency intensity and number of product demonstration.

Control of Internal Factor: research here involves continuous monitoring of organisation own "mix" elements and those of competitors as seen in the market place.

State Of Nature Or External Factor: Information is needed here on competition, invention changes and business cycle, thus research methods of marketing of rivalry, game theory, technology transfer, business cycle, forecasting and installation analysis.

The Role Of Research Classified By Product Life Cycle

A comprehensive analysis of role of research as classified by product life cycle is given by (2000) urging management to look at both the parental (development) and post-natal (post lunch) stages of products - life cycle and examine inputs required to generate information that provides a good guide to the answer. Specific areas where research is needed include the following:

- a) Development and search for new market and market opportunities. This borders on the size and nature of the market, consumer needs and attitudes in this market and whether there are gaps to fill in the market.
- b) Development of the product and marketing mix, research has to decide whether the product area has potential performance of the product in consumer terms and whether market variables, price, pack name and advertising are right individually.
- c) Test marketing: Question here are centered on the progress being made by the product, distribution effectiveness, how the product is being used, consumer and their attitudes towards the product as well as advertising effectiveness testing.
- d) Introduction / launching of new product: Researchers asks two question on the progress being made by the product; whether the distribution and advertising are right and how consumer react.
- e) Product established in the market: Information required here is on whether the market is expanding or contracting, competition activities, market dynamics, strength and short comings of the marketing mix strategies among others.

2.6 Impact of Marketing Research on Decision Making

Manufacturing and middlemen involved in marketing are continuously faced with the necessity of making decisions on a variety of problems that surfaces due to dynamic nature of marketing activities. Such decision should be based upon adequate and pertinent information interpreted in the light of development. Moreover, they should conform with the general policies under which the business operates.

Marketing research furnishes executives of marketing with facts and findings needed for effective actions on accomplishing desired objectives. Modern organization emphasises the use of research due to long nature of marketing programmes. Some of the stages at which research provides information for decision making include the stages of product development to sales promotion.

In the evolution of new products, marketing research helps provide information on which design the product will be based, its price and most suitable methods of information. It will appraise its own recommendation in practice in the field and makes new ones if they are needed. It will be basis for marketing mix and the accompanying selling mix.

Marketing research also improve marketing decision if it is well designed and well executed. This implies that an understanding and use of the information helps the decision makers to do better job of selecting alternatives in the manipulation of their marketing instruments.

Decision at any stage of product life cycle must be aided by research. There is need for continuous flow of information to monitor the market performance of the company's strategies and tactics against competitors to ensure appropriate corrective measures at various stages.

Also, it is the functions of marketing research to provide management with information that will ensure satisfactory growth of sales and profit as it will be out of place to say deployment and redeployment of resources continuously can bring about this result. This information are needed to set strategies to realize the goal.

2.7 Marketing Research and Marketing Information

Marketing research and marketing information are closely inter-related and complementary. Marketing research is a necessary part of the development of marketing information system with respect to;

- a) Specification of the information required
- b) The determination of the information relationship of the variables involved
- c) The collection of the data required.
- d) Kotler contends that much have been written about desirability of an overall marketing information an orderly means of collective storing analyzing and providing information on call to marketing manager. However, the actual development and use of such system has been limited to a relatively small percentage of large companies.
- e) Research often concentrates on individual product research. Individual marketing research projects are also required after the marketing information system is developed and the system cannot be designed to be kept in operation and even if it were, would undoubtedly be too expensive to make it. Marketing research extends and complements the information provided by the system.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter attempts to provide information on general method and procedure for data collection, research design, instrument used, sample selection, administration and method of data analysis.

3.1 Area of Study

This study is focused on the impact of marketing research on profitability of a business organization which covers specifically Sidi & Sons Super Market Kaduna.

3.2 Research Design

The research design used in this project is descriptive design. In order to have accurate and reliable information as it also seek to describe the existing status of what is being investigated and it will also helped the researcher to know where the variable are gotten and how the objectives could be achieved.

3.3 Population of the Study

The population of the study comprises of the entire staff of Sidi & Sons Super Market Kaduna with total staff strength of 30 employees.

3.4 Sample and Sampling Technique

Due to the nature of the study population the research employed census approach by studying the entire population of 30 employees of the organization.

3.5 Instrument for data Collection

The instruments used for data collection for the study is Questionnaire. The researcher adopts questionnaire because it is suitable for the study and guarantees the anonymity of respondents. A questionnaire is a document containing series of questions or items used to gather data from respondent about their attitudes, experience, or opinions towards the subject under investigation.

3.6 Administration of the Instrument

The researcher administered the questionnaire to the respondents personally and as a result the completed once will also be retrieved from the respondents personally by the researcher.

3.7 Methods of Data presentation and Analysis

In analyzing the data the researcher will employ the use of Likert's of five points rating scale approach and mean (\bar{x}) statistic tool to analyze the data gathered for the study. The Likert's approach has cut off point of 3.0 as a mean score which will form the basis for analyze the respondent's Responses to the research question for acceptance or rejection. Thus, the Likert's scale rating scales key.

SA	=	Strongly Agree
A	=	Agree
UD	=	Undecided
D	=	Disagree
SD	=	Strongly Disagree

The arithmetic mean's formula is

$$\bar{X} = \frac{\sum fx}{\sum f}$$

Where \bar{X} = Mean

\sum = Summation

f = Frequency

x = Rating Scale

Decision rule: Variable with a mean score of 3.0 and above will be accepted while variable below 3.0 mean score will be rejected.

The 3.0 cut off point is calculated as thus:

$$\frac{5+4+3+2+1}{5} = \frac{15}{5} = 3.0$$

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

The chapter is centered on the presentation, discussions and interpretation of data elicited for this study. The questionnaire distributed to staff of the organization was designed to address and answer certain raised in the research. The researcher used tables to analyze the data retrieved during the research work.

4.1 Characteristic/Classification of Respondents

Thirty (30) copies of the questionnaire were distributed to the respondents. All the questionnaire were duly filled and returned, which forms the basis for data analysis. The bio-data of respondents are as thus:

Table 1 Gender of the Respondents

Variables	Categories	Total	Percentage (%)
Gender	Male	20	67
	Female	10	33
Total	Total	30	100

Source: (field survey, 2022)

Table 1 shows that (67%) of the respondents are male, while (33%) are female. This shows that majority of the sample respondents are male.

Table 2 Educational qualification

Variables	Categories	Total	Percentage (%)
Education Attainment	O/level	6	30
	A/level	6	30
	Degree/ HND	5	25
	Master	3	15
	Total	20	100

Source: (field survey, 2022)

Table 2 shows that 6(30%) of the respondents are A/Level as their highest qualification while 3 (15%) of the respondents are masters as their highest qualification.

Table 3: age of the respondents:

Variables	Categories	Total	Percentage (%)
Age	18-24 years	8	40
	25-34 years	8	40
	35-44 years	1	5
	45 years and above	3	15
	Total	20	100

Source: (feld survey 2022)

Table 3: shows clearly that the largest number of respondents 8 (40%) fall within the age category between 25-34 years. Those who fall with the age category of 18-24 years constitute only 4 (25%) of the respondents. The table therefore shows that most of respondents are between ages of 25-34 years.

Table 2: Working Experience of the Respondents.

Variables	Categories	Percentage (%)
1-5 years	5	25%
6-10 years	8	40%
11-15 years	5	25%
16-years and above	2	10%
Total	20	100%

Source: field survey, 2022

Analysis of the data above shows that those working for 6-10 years are the majority of the respondents.

4.2 Data Presentation and Analysis

Research Question One: How does customer research leads to increase in profitability of the company ?

S/N	VARIABLES		SA	A	UD	D	SD	$\sum \frac{fx}{f}$	Mean Score	Remark
1.	The company do relates with customers to understand their buying patterns!	F	7	8	15	0	0	$\frac{112}{30}$	3.73	Agreed
		x	5	4	3	2	1			
		fx	35	32	45	0	0			
2.	The company with the help of market intelligence gathering always produces products in line with the tastes and preferences of its customers!	F	7	8	15	0	0	$\frac{112}{30}$	3.73	Agreed
		x	5	4	3	2	1			
		fx	35	32	45	0	0			
3.	The company do set product's selling price to suit customer segments, and when reviewed pose no negative response from customers!	F	11	11	8	0	0	$\frac{123}{30}$	4.1	Agreed
		x	5	4	3	2	1			
		fx	55	44	24	0	0			

Source: (Field Survey Data, 2022)

From the above Table 4, variable 1: the result with a mean score of 3.75 above the cut-off mark of 3.0, revealed that the respondents agreed that the company try as much to relate with the customers in order to understand their buying patterns.

The study further that in variable 2 that the company gather information on how to manufacture its product in line with the tastes and preferences of its customer. This analysis is based on a mean score of 3.73 which is above the cut-off mark 3.0.

From the study results in variable 3 with a mean score of 4.7 which is above cut-off mark of 3.0 respondents agreed that the company do set products selling price to suit customer segments.

Research Question Two: how does the company engages in market research for its products?

Table 4.3.2

S/N	VARIABLES		SA	A	UD	D	SD	$\sum fx$ $\sum f$	Mean Score	Remark
4.	The company do carry out market research for its various brands of product.	F	7	8	15	0	0	$\frac{112}{30}$	3.73	Agreed
		x	5	4	3	2	1			
		fx	35	32	45	0	0			
5.	The company frequently undertakes customer research to strengthen its marketing strategies!	F	7	8	15	0	0	$\frac{112}{30}$	3.73	Agreed
		x	5	4	3	2	1			
		fx	35	32	45	0	0			
6.	Generally, the investment in marketing research by your company do yield positive returns in terms of profitability!	F	9	8	13	0	0	$\frac{116}{30}$	3.86	Agreed
		x	5	4	3	2	1			
		fx	45	32	39	0	0			

Source: (Field survey 2022)

From the above table 5 variables 4 with the mean score of 3.73 above the cut-off mark of 3.0 shown that the company engages in market research for its product.

The result in variables 5 with the mean score of 3.73 above the cut-off mark of 3.0 indicate that the company makes research for it product and frequently undertakes customer research to strong them its marketing strategies.

In addition, the analysis in variable 6 with a mean score of 3.86 above the cut-off point of 3.0 repeated that the company engages in market research always yield positive returns in terms of profitability

Research Question Three: How does product research affect the profitability of the company.

Table 4.3.2

S/N	VARIABLES		SA	A	UD	D	SD	$\sum fx$ $\sum f$	Mean Score	Remark
7.	The company due introduced an entirely new products in order to help improve its stake in the industry	F	7	8	15	0	0	$\frac{112}{30}$	3.73	Agreed
		x	5	4	3	2	1			
		fx	35	32	45	0	0			
8.	With the aid of product re-positioning, the company experiences commendable increase in its profitability!	F	7	8	15	0	0	$\frac{112}{30}$	3.73	Agreed
		x	5	4	3	2	1			
		fx	35	32	45	0	0			
9.	When introducing new product, the company experience commendable increase in its profitability!	F	9	8	13	0	0	$\frac{116}{30}$	3.86	Agreed
		x	5	4	3	2	1			
		fx	45	32	39	0	0			

Source: (Field survey 2022)

The findings from the above table 6 : variable 7 with the mean score of 3.73 above the cut-off mark of 3.0 shown that product research improved profitability and make work more meaningful when the company introduced new product in the industry.

Variable 8 with the score of 3.86 above the cut-off point of 3.0 established that product research has effect on profitability of the company due to re-positioning, the company experience commendable increase in its profitability.

To include variable 9 with the mean score of 3.86, above the cut off mark of 3.0 shown that introducing new product by the company can facilitate incensement in productivity.

4.3 Answer to Research Questions

Research question one: how does customer research leads to increase in profitability of the company?

From the above Table 4, variable 1: the result with a mean score of 3.75 above the cut-off mark of 3.0, revealed that the respondents agreed that the company try as much to relate with the customers in order to understand their buying patterns.

The study further that in variable 2 that the company gather information on how to munufacture its product in line with the tastes and preferences of its customer. This analysis is based on a mean score of 3.73 which is above the cut-off mark 3.0.

From the study results in variable 3 with a mean score of 4.7 which is above cut-off mark of 3.0 respondents agreed that the company do set products selling price to suit customer segments.

Research question two: how does the company engages in market research for its products?

From the above table 5 variables 4 with the mean score of 3.73 above the cut-off mark of 3.0 shown that the company engages in market research for its product.

The result in variables 5 with the mean score of 3.73 above the cut-off mark of 3.0 indicate that the company makes research for it product and frequently undertakes customer research to strong them its marketing strategies.

In addition, the analysis in variable 6 with a mean score of 3.86 above the cut-off point of 3.0 repeated that the company engages in market research always yield positive returns in terms of profitability

Research question three: how does product research affect the profitability of the company

The findings from the above table 6 : variable 7 with the mean score of 3.73 above the cut-off mark of 3.0 shown that product research improved profitability and make work more meaningful when the company introduced new product in the industry.

Variable 8 with the score of 3.86 above the cut-off point of 3.0 established that product research has effect on profitability of the company due to re-positioning, the company experience commendable increase in its profitability.

To include variable 9 with the mean score of 3.86, above the cut off mark of 3.0 shown that introducing new product by the company can facilitate incensement in productivity.

4.4 Summary of Findings

Based on the presentation and analysis of data, the finding revealed that:

1. The impact of marketing research on profitability of a business organization, create product and service with the best change for making a profit for the business.
2. Customer relationship management lead to better organization performance, and maintain long-term profitable customer relationships
3. It reveal that the tendency of owners to engage in new ideas, novelty, experimentation and creative processes result in new product and service which has great influences on the profitability of the organization.

CHAPTER FIVE

SUMMARY. CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter summaries the entire work to bring out the findings arrive at a conclusions and make feasible recommendations to the management. It is culmination of the research work, and revolved round, the following issues, summary, conclusion and recommendations

5.1 Summary

This study basically carried out to examine the impact of marketing research on profitability of a business organization, a case study of Sidi & Sons Super Market Kaduna State

Chapter one of the study include brief introduction of the subject matter statement of the problems, specific objective were also identified, questions are developed to assist the researcher study the situation and come up with possible suggestion for the study and definitions of terms used were given

Chapter two revolved round the reviews and scholars of previous work of authors and scholars on the topic under consideration, the concept of innovative marketing strategy. meaning of marketing, types of innovation, and importance of innovative strategy in business also considered.

Chapter three discusses they research methodology, this include, the population and sample size of the study, sampling technique, source of method of data collection, method of data analysis and justification for the choice.

Chapter four present data analysis and result of findings as well as the summary of the findings

5.2 Conclusions

The study found marketing research as a strategy for positive impact on the efficiency and performance of firms. The issue of innovation and how it relates to firm's performance and specially small firms is thus yet to be exhaustively explored. Yet the results from reviewed literature are mixed and difficult to generalize. Based on the study findings, it is concluded that marketing strategy influences the performance of firms. In addition, it is concluded that customer relationship strategies also affect the performance of small firms. It is also concluded that innovative marketing strategy influences the performance of small firms; thus they are worthy of adopting than the use of traditional marketing strategies. Further, as per the study, it is concluded that technology-based marketing strategies, primarily the use of social sites and online marketing, influence the performance, enhance communication and the image of small firms. Finally, it is concluded that marketing influences performance and poor marketing strategies lead to poor performance of small firms.

5.3 Recommendations

In line with the findings and the literature reviewed, the following recommendations are made:

1. It is recommended that firms should regularly review their marketing strategies and policies to ensure that they are up to date and they are effective. In the review process, small firms should incorporate creative and innovative strategies which will improve the overall performance of the enterprises.
2. The firm should investigate more on the influence of three types of marketing strategies which includes customer relationship marketing strategies, innovative marketing strategies and technology-based marketing strategies.
3. It is also recommended that adequate research funding be budgeted to marketing research in order to have informed knowledge of the nature of the market for smooth operation of the business.

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APPENDIX I

CBMS

Kaduna polytechnic.

Department of Marketing

10/5/2021

LETTER OF INTRODUCTION

Dear Respondents

My name is Bamidele Fayomi, I am a student at the Kaduna Polytechnic, Higher National Diploma in Marketing Department undertaking research title Impact of Marketing Research On Profitability of a Business Organization Zaria Branch, Kaduna. Attached is a questionnaire that is requirement for my completion of the program. Kindly give the required information which will be used for academic purpose only

Strict confidentiality will be observed. Your cooperation is highly appreciated

Thank you

Bamidele Fayomi

KPT/CBMS/18/53869

APPENDIX II

QUESTIONNAIRE

THE IMPACT OF MARKETING RESEARCH ON PROFITABILITY OF A BUSINESS ORGANIZATION (A STUDY OF SIDI & SONS SUPER MARKET KADUNA)

INSTRUCTIONS: Please tick the appropriate key

SECTION A REpondents BIO-DATA

General Information of the Respondent

1. Sex Distribution ()

a. Male ()

b. Female ()

2. Classification of Age

a 18-24 years ()

b. 25-34 years ()

c. 35-44 ()

d 45& above ()

3. Academic Qualification

a.0/ level ()

b. A level ()

c. Degree HND ()

d. Master ()

4. Working experience of respondents

a. 1-6 years ()

b. 6-10 years ()

c. 11-15 year ()

d. 16 years and above ()

SECTION B: QUESTIONNAIRE ADMINISTERED

S/N	Variables	SA	A	UD	D	SD
1	The company do relates with customers to understand their buying					
2	The company with the help of market intelligence gathering always produces products in line with the tastes and preference of its customers!					
3	The company do set product's selling price to suit customer segments, and when reviewed pose no negative response from customers!					
4	The company do carry out market research for its various brands of product					
5	The company frequently undertakes customer research to strengthen its marketing strategies!					
6	Generally, the investment in marketing research by your company does yield positive returns in terms of profitability!					
7	The company due introduced an entirely new products in order to help improve its stake in the industry					
8	With the aid of product re-positioning, the company experiences commendable increase in its profitability!					
9	When introducing new product, the company experience commendable increase in its profitability!					

